

Memo



To: Indiana Main Street Communities
From: Jo Grandel, Program Manager
Date: 12/11/07
Re: Indiana Main Street 2007 Annual Report

It's time to look back at 2007 and reflect on all the great things that have taken place in your community. The annual report summarizes all commercial district activities completed between January and December 2007 and is to be returned to Indiana Main Street no later than **close of business on Thursday, January 31, 2008**. Please remember that failure to complete your program's annual report has direct bearing on your program's designation status for 2008.

The information you provide in the annual report is essential for evaluating the success of local, state and national programs and in planning for future commercial district revitalization efforts and funding. Please include everything that is happening in your commercial district, even if your local Main Street program only played a passive role.

As a newly Active Community, we understand that you may not have access or knowledge of all the information that is requested in this report. Please note that the report format does not typically change from year to year. This type of information is what supports our reinvestment statistics that are reported to the National Main Street Center – so accuracy is key. We would suggest that you begin collecting this type of data on a monthly basis so that the task of submitting your annual report is not as 'tasking'.

Be as complete as possible in filling out the report. If you do not have the exact figures, use a conservative approximation, but be as specific as possible. If the questions do not relate to your organization's current efforts, indicate that they are not applicable. Report on projects that were **completed** during the 2007 calendar year.

Evaluating and reporting on the progress of the community has many other benefits for the local program in that:

- Verifiable improvement gives your local program credibility to investors and municipal leaders;
- Accurate monitoring tracks the effectiveness of specific strategies;
- Documenting the outcomes helps to justify and reward the personal efforts required; and
- The information can be used to promote the program through the news media.

If you have any questions, please contact me at (317) 232-8910. Thank you in advance for completing and returning your program's annual report.

Here's to the accomplishments we have experienced in 2007 may they pave the way for further success in 2008!

Indiana Main Street ■ Indiana Office of Community and Rural Affairs ■ One North Capitol, Suite 600 ■ Indianapolis, IN 46204
(317) 232-8910 ■ (317) 233-3597 ■ www.in.gov/ocra ■ jgrandel@ocra.in.gov



2007 ANNUAL REPORT

ACTIVE COMMUNITY

DUE THURSDAY, JANUARY 31, 2007

Please type or print clearly

CONTACT INFORMATION

County: _____
City/Town: _____
Organization: _____
Contact Person: _____
Mailing Address: _____

Website: _____ Email: _____
Telephone: _____ Fax: _____

_____ Check if this is the first Annual Report form your program has submitted to Indiana Main Street.

ORGANIZATION

A. Description

_____ Number of Full-time Staff _____ Number of Volunteers
_____ Number of Part-time/Shared Staff _____ Number of Volunteer Hours (total for all events)
_____ Number of Board Members

Board President(s) _____

Attach a current list of board members, the organizations that each represents, and individual contact information for each board member.

Is your organization a 501(c)3 _____ ; 501(c)6 _____ ID# _____

Other (please explain) _____

Is your commercial district in a (check all that apply):

_____ TIF (tax increment financing) district
_____ Enterprise Zone
_____ EID (economic improvement district) or BID (business improvement district)
_____ Economic Development Target Area
_____ CReED (Community Revitalization Enhancements District)

List names of committees and number (#) of members on each.

_____#	_____#
_____#	_____#

B. Board and Committee Meetings

Attach several examples of minutes and agendas for board and committee meetings; it is **not** necessary to provide documentation for every 2007 meeting. Indicate the total number of board and committee meetings and the average attendance for the year. Please include attachments to agenda/minutes. *If this information is not available, please explain.*

C. Vision and/or Mission Statement

What is your vision and/or mission statement? When was it last reviewed and/or updated?

D. Work Plan

Attach your 2007 comprehensive four-point (organization, design, promotion, and economic restructuring) work plan. Indicate the status of each activity or initiative and note all accomplishments. *If this is not available, please explain.*

E. Professional Development

List dates and subjects of workshops, conferences, events, or other training attended (e.g. state conference, community exchange, board development, etc.). Indicate attendees and affiliations.

List any training seminars your organization has sponsored.

F. Membership

Is your organization a member of the National Main Street Center? (circle one) YES NO

G. Organizational Funding (total income for calendar year)

Attach income report for 2007 OR complete the following table.

Source	Cash Received	In-Kind Services Received
Dues/membership		
Non-membership donations		
Foundation grants		
Other grants		
County general fund		
EDIT		
Enterprise Zone		
City general fund		
City contract for services		
Event income		
Product income		
Other (please describe)		
TOTAL		

H. Organizational Expenses (total income for calendar year)

Attach expense report for 2007 OR complete the following table.

Expense	Cash	In-Kind	Total
Salaries and wages			
Benefits and payroll taxes			
Accounting and legal fees			
Supplies, phone, postage			
Rent/mortgage, utilities			
Equipment purchase, rental, and maintenance			
Printing and publications			
Promotions and advertising			
Travel			
Training			
Program expenses (specify)			
TOTAL			

Complete the following public source of funding table even if you have submitted an income and expense report. We are trying to determine the number of communities that receive public funding or in-kind public services.

List the amount of public funds in budget and their source(s) (city, county, EDIT, CEDT, etc.).

\$	_____	Source	_____
\$	_____	Source	_____
\$	_____	Source	_____

List and describe in-kind services.

I. Describe your organization's most important accomplishments in 2007.

J. Describe your organization's greatest challenges for 2008 and how you plan to address them.

K. Attachments

Indicate if you have high-quality digital images that showcase your community and that could be used for future Indiana Main Street promotional materials.

Optional: Provide copies of brochures, press releases, news articles, annual reports, etc.

DESIGN

A. Project Area Description

_____ Number of square blocks	_____ Number of businesses
_____ Number of buildings	_____ Number of buildings on National Register

Is your commercial district on the National Register of Historic Places? (circle one) YES NO

- B. List any design improvement incentives offered in your community (e.g. low interest loan pools, grants, design assistance).**

C. Design Investment

For the following four sets of tables, provide information for projects completed between January 1, 2007 and December 31, 2007. Please provide totals only for each category. If available, please attach an itemized report.

Facade Renovation: (exterior work only – painting, facade cleaning, signs, windows, and awnings)

Number of Businesses	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total

Building Rehabilitation: (exterior and interior rehab – building systems (HVAC, roof work, etc.)

Number of Buildings	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total

New Construction:

Business/Entity Name	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total

Public Improvements: (streets, sidewalks, lights and fixtures, landscaping, and public amenities)

Project Description/Location	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total

Were any buildings razed? (circle one) YES NO If yes, how many? _____

Please explain.

ECONOMIC RESTRUCTURING

List total business and job transitions in your commercial district over past year (government and not-for-profit services also count). Count only permanent jobs. Full-time jobs are counted as 1; part-time jobs are counted as half (or 0.5).

A. Business Climate

New Business Openings

Total Businesses	# Jobs

Business Relocations In (businesses moving into your project area)

Total Businesses	# Jobs

Business Expansions (permanent jobs added)

Total Businesses	# Jobs

Business Closings

Total Businesses	# Jobs

Business Relocation Out (businesses moving out of your project area to elsewhere whether inside or outside your community)

Total Businesses	# Jobs

B. Net Number of Jobs Retained _____

C. Residential Climate

New Housing Units

Total Projects	# Units	Total Investment

Describe housing investment(s).

D. Describe business assistance programs offered by your organization. What type of commercial district development incentives does your community offer? To what degree are they used?

E. When did you last perform a market analysis for your commercial district?

_____ Year _____ We have not performed a market analysis.

PROMOTION

A. Image

Does your organization have a logo or graphic image? (circle one) YES NO

If yes, was it created or updated in 2007? (circle one) YES NO

Describe any organizational image campaign(s) implemented in 2007. Include advertising, preparation of media kits, press conferences, print or TV publicity, ribbon cuttings, annual meeting or awards ceremony, etc.

B. Events

List your major commercial district festivals or special events for 2007.

Event	Month	# Attendees	Net Profit/Loss

Are you planning any new events for 2008? If so, briefly describe.

If there are any projects, programs, activities, etc. that you are particularly proud of, please let us know! We are always looking for innovative and successful projects to highlight in our newsletters and website. Feel free to include a description and photos when you submit your report and email the information to jgrandel@ora.in.gov.

THANK YOU FOR YOUR ASSISTANCE!

Please return your completed report by *Thursday, January 31, 2008* via U.S. mail, email, or fax:

Indiana Main Street
Indiana Office of Community and Rural Affairs
One North Capitol, Suite 600
Indianapolis, IN 46204
Attn: Jo Grandel

Email: jgrandel@ora.in.gov
Fax: (317) 233-3597

PLEASE CALL JO GRANDEL AT (317) 232- 8910 WITH ANY QUESTIONS.